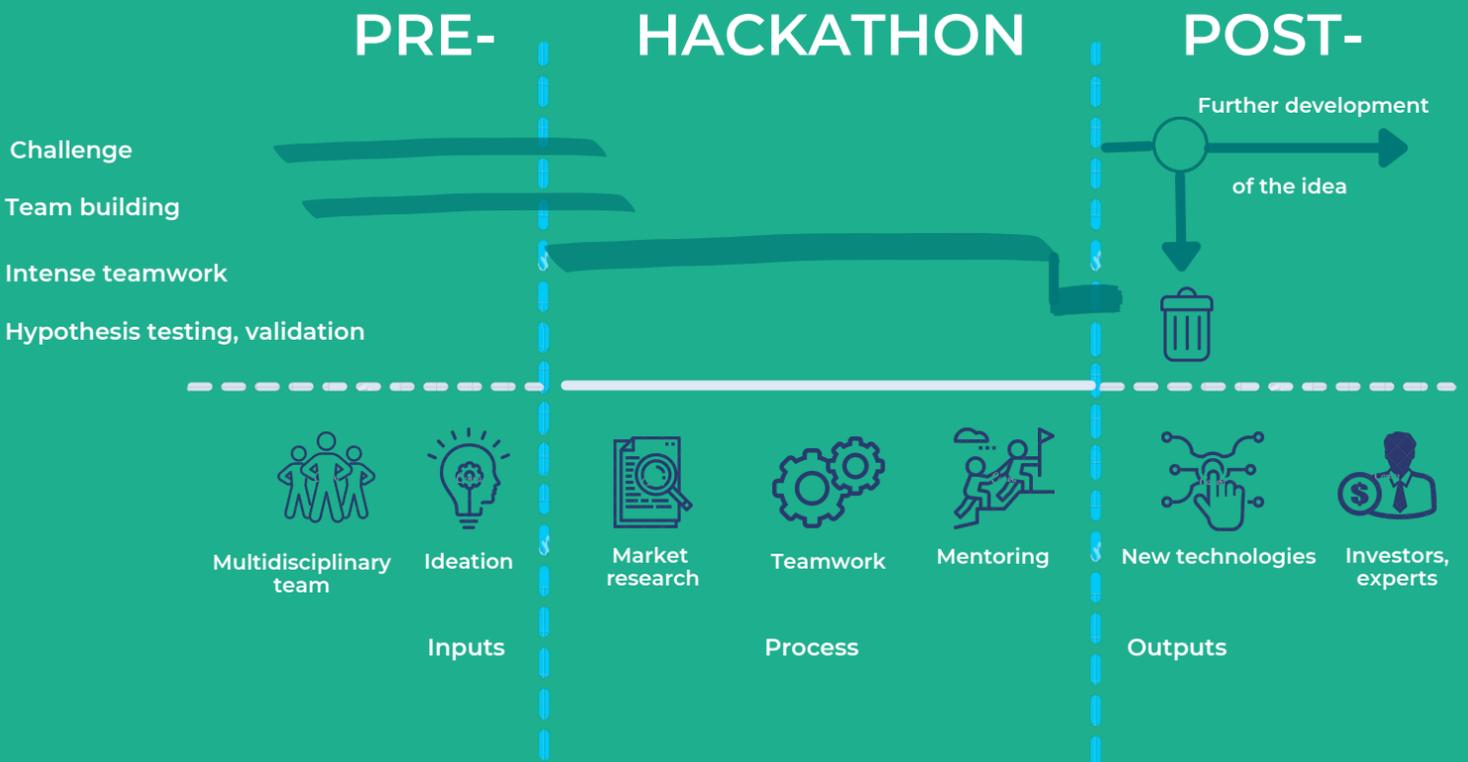


# Hackathon

A COMPLEX TEACHING METHOD

A hackathon is an event where creative, open-minded, entrepreneurial people from different disciplines meet together - in an intensive business development sprint - to work together to find a solution to a specific industry or technology problem or challenge. The goal is to create an MVP - which is a demo version of the product / service, NOT a prototype - during the event, thus supporting the viability of the idea. In many cases, teams continue to work on the MVP, either out of self-interest or after a hackathon, until a final, marketable solution is found. In fact, the hackathon is a challenge-based complex learning framework.



## PRE- HACKATHON



The pre-Hackathon phase also plays a very important role in the smooth operation of the Hackathon and the birth of quality projects. This phase begins approximately 1 week before the Hackathon, during which participants will be assigned to multidisciplinary teams according to a team-building methodology and will have the opportunity to delve into the topic around the challenge and related technologies. It's actually a preparatory phase that embeds intensive business development and makes workflows more efficient.



## POST - HACKATHON

The main goal of the post-Hackathon phase is to keep the projects created during the Hackathon alive, for teams to engage in additional talent management, and for extra future opportunities. Various experts, and in some cases investors, may be involved at this stage, focusing on the market entry of viable ideas, and there is a hidden goal of starting a business, which is one of the most important outputs of experiential learning in the process.



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## SECTION 1

### PROBLEM - SOLUTION

The problems that fit the challenge are collected, selected, and a solution outline is prepared at this stage.



## SECTION 2

### THE TARGET GROUP

To accurately select the target group, a minimum of 3 personas will be created in this section to select the most detailed target group.



## SECTION 3

### MARKET RESEARCH

Mapping competitors is an important task and knowing their strengths and weaknesses. At this stage, in addition to mapping competitors, and a mature value proposition will be formulated.



## SECTION 4

### MVP PLANNING, BUILDING

In connection with the "draft solution", the concrete implementation will be the focus at this stage. Creating a minimal viable product or service (MVP) is the main task.



## SECTION 5

### EXPERT VALIDATION

External, experts on the topic of the challenge will come at this stage, and the projects will have to be validated and feedback collected, the hypotheses set up will be tested.



## SECTION 6

### PITCH

At this stage, the finished projects will be presented to a jury and the goal of the pitch will be emphasized at the end of the presentation.

